Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) An advertisement contents providing method of displaying, on an information processing apparatus connected to a network, advertisement contents registration of which has been requested from a facsimile apparatus, comprising ~~the steps of~~:

receiving facsimile registration information from said facsimile apparatus of an advertiser, said facsimile registration information indicating a registrant ID, a category ID, and said advertisement contents, and~~, of advertiser-dedicated page data in an advertisement service/management processing apparatus,~~ storing image data of said advertisement contents into advertiser-dedicated page data corresponding to said registrant ID and said category ID described in said facsimile registration information, <u>wherein the advertiser-dedicated page data is in an advertisement service/management processing apparatus;</u>

<u>reading, from an advertiser information database, a facsimile number of the advertiser corresponding to the registrant ID;</u>

<u>acknowledging receipt of the advertisement contents by accessing the facsimile apparatus using the facsimile number read from the advertiser information database;</u>

sending a ~~sending~~ request for said advertisement contents from a subscriber-side processing apparatus to said advertisement service/management processing apparatus, said advertisement contents being stored in said advertiser-dedicated page data in said advertisement ~~service/ management~~ service/management processing ~~apparatus,~~ apparatus;

reading said advertisement contents from said advertiser-dedicated page data in said advertisement service/management processing apparatus, said advertisement contents being requested ~~from~~ by said subscriber-side processing apparatus, and sending said advertisement contents to said subscriber-side processing apparatus; ~~which is a request source,~~ and

receiving said advertisement contents sent from said advertisement service/management processing apparatus and outputting said advertisement contents to an output device of said subscriber-side processing apparatus.

2. (currently amended) The advertisement contents providing method as claimed in claim 1, ~~wherein, when said facsimile registration information is received,~~ wherein the step of acknowledging receipt includes sending back said facsimile registration information ~~is sent back~~ to said facsimile apparatus of said advertiser identified by said registrant ID in said facsimile registration information, when said facsimile registration information is received.

3. (original) The advertisement contents providing method as claimed in claim 1, wherein characters in said image data of said advertisement contents are recognized so as to generate advertiser-dedicated page data consisting of character data, and when said subscriber-side processing apparatus that has sent said sending request for said advertisement contents is a portable-type information processing apparatus, said generated advertiser-dedicated page data consisting of said character data is sent to said subscriber-side processing apparatus which is said request source.

4. (original) The advertisement contents providing method as claimed in claim 2, wherein characters in said image data of said advertisement contents are recognized so as to generate advertiser-dedicated page data consisting of character data, and when said subscriber-side processing apparatus that has sent said sending request for said advertisement contents is a portable-type information processing apparatus, said generated advertiser-dedicated page data consisting of said character data is sent to said subscriber-side processing apparatus which is said request source.

5. (currently amended) The advertisement contents providing method as claimed in claim 1, further comprising the steps of:

sending an inquiry about collection target information from a sales-office-side processing apparatus to said advertisement service/management processing

apparatus, said collection target information indicating an advertiser as a collection target of an advertisement usage fee, fee;

receiving said inquiry from said sales-office-side processing apparatus, and making reference to advertiser information indicating information on advertisers that have made said contract to perform advertisement publication on said advertiser-dedicated page in said advertisement service/management processing apparatus, and reading, of said advertisers indicated by said advertiser information, information on an advertiser that is in charge of a sales-office that has made said inquiry, and sending, to said sales-office-side processing apparatus, said read information on said advertiser as said collection target information indicating said advertiser to which said sales-office will perform said collection of said advertisement usage fee, fee;

receiving said collection target information from said advertisement service/management processing apparatus, and outputting said collection target information to an output device of said sales-office-side processing apparatus, apparatus;

sending collected information from said sales-office-side processing apparatus to said advertisement service/management processing apparatus, said collected information indicating said advertiser to which said collection of said advertisement usage fee has been performed, performed; and

receiving said collected information from said sales-office-side processing apparatus, and outputting said collected information to an output device of said advertisement service/management processing apparatus.

6. (currently amended) The advertisement contents providing method as claimed in claim 2, further comprising the steps of:

sending an inquiry about collection target information from a sales-office-side processing apparatus to said advertisement service/management processing apparatus, said collection target information indicating an advertiser as a collection target of an advertisement usage fee,fee;

receiving said inquiry from said sales-office-side processing apparatus, and making reference to advertiser information indicating information on advertisers that have made said contract to perform said advertisement publication on said advertiser-dedicated page in said advertisement service/management processing apparatus, and reading, of said advertisers indicated by said advertiser information, information on an advertiser that is in charge of a sales-office that has made said inquiry, and sending, to said sales-office-side processing apparatus, said read information on said advertiser as said collection target information indicating said advertiser to which said sales-office will perform said collection of said advertisement usage fee,fee;

receiving said collection target information from said advertisement service/management processing apparatus, and outputting said collection target

information to an output device of said sales-office-side processing

~~apparatus,~~apparatus;

sending collected information from said sales-office-side processing

apparatus to said advertisement service/management processing apparatus, said

collected information indicating said advertiser to which said collection of said

advertisement usage fee has been ~~performed,~~performed; and

receiving said collected information from said sales-office-side processing

apparatus, and outputting said collected information to an output device of said

advertisement service/management processing apparatus.

7. (currently amended) An advertisement contents providing system for

displaying, on an information processing apparatus connected to a network,

advertiser registration of which has been requested from a facsimile apparatus,

comprising:

~~an advertisement registration processing section~~ means for receiving

facsimile registration information from said facsimile apparatus of an advertiser, said

facsimile registration information indicating a registrant ID, a category ID, and said

advertisement contents, and~~, of advertiser-dedicated page data in an advertisement~~

~~service/management processing apparatus,~~ storing image data of said

advertisement contents into advertiser-dedicated page data corresponding to said

registrant ID and said category ID described in said facsimile registration information,

wherein the advertiser-dedicated page data is in an advertisement service/management processing apparatus;

means for reading, from an advertiser information database, a facsimile number of the advertiser corresponding to the registrant ID;

means for acknowledging receipt of the advertisement contents by accessing the facsimile apparatus using the facsimile number read from the advertiser information database;

means for using the facsimile number of the advertiser to access the facsimile apparatus;

~~an advertisement contents request processing section~~ means for sending a ~~sending~~ request for said advertisement contents from a subscriber-side processing apparatus to said advertisement service/ management processing apparatus, said advertisement contents being stored in said advertiser-dedicated page data in said advertisement service/management processing ~~apparatus,~~ apparatus;

~~an advertisement contents sending processing section~~ means for reading said advertisement contents from said advertiser-dedicated page data in said advertisement service/management processing apparatus, said advertisement contents being requested ~~from~~ by said subscriber-side processing apparatus, and sending said advertisement contents to said subscriber-side processing ~~apparatus which is a request source,~~ apparatus; and

~~an advertisement contents output processing section~~ means for receiving said advertisement contents sent from said advertisement service/management

9

processing apparatus and outputting said advertisement contents to an output

device of said subscriber-side processing ~~apparatus~~apparatus,

wherein the means for acknowledging receipt includes sending back said

facsimile registration information to said facsimile apparatus of said advertiser

identified by said registrant ID in said facsimile registration information, when said

facsimile information is received.

      8. – 12. (canceled)

      13. (new) An advertisement contents providing method of displaying, on an

information processing apparatus connected to a network, advertisement contents

registration of which has been requested from a facsimile apparatus, comprising:

      receiving facsimile registration information from the facsimile apparatus of an

advertiser, the facsimile registration information indicating a registrant ID, a category

ID, and the advertisement contents;

      storing image data of the advertisement contents into advertiser-dedicated

page data corresponding to the registrant ID and the category ID described in the

facsimile registration information, wherein the advertiser-dedicated page data is in an

advertisement service/management processing apparatus;

      reading, from an advertiser information database, a facsimile number of the

advertiser corresponding to the registrant ID;

using the facsimile number read from the advertiser information database to access the facsimile apparatus;

sending back registration information to the facsimile apparatus of the advertiser;

sending a request for the advertisement contents from a subscriber-side processing apparatus to the advertisement service/management processing apparatus, wherein the advertisement contents are stored in the advertiser-dedicated page data in the advertisement service/ management processing apparatus;

reading the advertisement contents from the advertiser-dedicated page data in the advertisement service/management processing apparatus, the advertisement contents being requested from the subscriber-side processing apparatus;

sending the advertisement contents to the subscriber-side processing apparatus; and

receiving the advertisement contents sent from the advertisement service/management processing apparatus and outputting the advertisement contents to an output device of the subscriber-side processing apparatus.

14. (new) The advertisement contents providing method as claimed in claim 13, wherein characters in the image data of the advertisement contents are recognized so as to generate advertiser-dedicated page data consisting of character data, and when the subscriber-side processing apparatus that has sent the sending

request for the advertisement contents is a portable-type information processing

apparatus, the generated advertiser-dedicated page data consisting of the character

data is sent to the subscriber-side processing apparatus which is the request source.

15. (new) The advertisement contents providing method as claimed in claim

13, further comprising:

sending an inquiry about collection target information from a sales-office-side

processing apparatus to the advertisement service/management processing

apparatus, the collection target information indicating an advertiser as a collection

target of an advertisement usage fee;

receiving the inquiry from the sales-office-side processing apparatus, and

making reference to advertiser information indicating information on advertisers that

have made the contract to perform advertisement publication on the advertiser-

dedicated page in the advertisement service/management processing apparatus,

and reading, of the advertisers indicated by the advertiser information, information on

an advertiser that is in charge of a sales-office that has made the inquiry, and

sending, to the sales-office-side processing apparatus, the read information on the

advertiser as the collection target information indicating the advertiser to which the

sales-office will perform the collection of the advertisement usage fee;

receiving the collection target information from the advertisement

service/management processing apparatus, and outputting the collection target

information to an output device of the sales-office-side processing apparatus;

sending collected information from the sales-office-side processing apparatus to the advertisement service/management processing apparatus, the collected information indicating the advertiser to which the collection of the advertisement usage fee has been performed; and

receiving the collected information from the sales-office-side processing apparatus, and outputting the collected information to an output device of the advertisement service/management processing apparatus.

16. (new) The advertisement contents providing method as claimed in claim 13, further comprising:

determining whether the registrant ID matches a registrant ID in the advertiser information database,

wherein if the registrant ID does not match the registrant ID of the advertiser information database, the step of sending back the facsimile registration information to the facsimile apparatus of the advertiser is performed.

17. (new) The advertisement contents providing method as claimed in claim 16, wherein if the registrant ID does not match the registrant ID of the advertiser information database, the step of sending back the facsimile registration information to the facsimile apparatus of the advertiser is not performed and the facsimile registration information is discarded.

13

18. (new) The advertisement contents providing method as claimed in claim 13, further comprising:

extracting the image data of the advertisement contents and generating a Hyper Text Markup Language (HTML) file for displaying the image data; and

extracting character data from the image data and generating an HTML file for displaying the character data.

19. (new) An advertisement contents providing system for displaying, on an information processing apparatus connected to a network, advertiser registration of which has been requested from a facsimile apparatus, comprising:

means for receiving facsimile registration information from the facsimile apparatus of an advertiser, the facsimile registration information indicating a registrant ID, a category ID, and the advertisement contents;

means for storing image data of the advertisement contents into advertiser-dedicated page data corresponding to the registrant ID and the category ID described in the facsimile registration information, wherein the advertiser-dedicated page data is in an advertisement service/management processing apparatus;

means for reading, from an advertiser information database, a facsimile number of the advertiser corresponding to the registrant ID;

means for using the facsimile number read from the advertiser information database to access the facsimile apparatus;

means for sending back registration information to the facsimile apparatus of the advertiser;

means for sending a request for the advertisement contents from a subscriber-side processing apparatus to the advertisement service/ management processing apparatus, the advertisement contents being stored in the advertiser-dedicated page data in the advertisement service/management processing apparatus;

means for reading the advertisement contents from the advertiser-dedicated page data in the advertisement service/management processing apparatus, the advertisement contents being requested by the subscriber-side processing apparatus, and sending the advertisement contents to the subscriber-side processing apparatus which is a request source; and

means for receiving the advertisement contents sent from the advertisement service/management processing apparatus and outputting the advertisement contents to an output device of the subscriber-side processing apparatus.

20. (new) The advertisement contents providing method as claimed in claim 19, wherein characters in the image data of the advertisement contents are recognized so as to generate advertiser-dedicated page data consisting of character data, and when the subscriber-side processing apparatus that has sent the sending request for the advertisement contents is a portable-type information processing

apparatus, the generated advertiser-dedicated page data consisting of the character data is sent to the subscriber-side processing apparatus which is the request source.

21. (new) The advertisement contents providing method as claimed in claim 19, further comprising:

sending an inquiry about collection target information from a sales-office-side processing apparatus to the advertisement service/management processing apparatus, the collection target information indicating an advertiser as a collection target of an advertisement usage fee;

receiving the inquiry from the sales-office-side processing apparatus, and making reference to advertiser information indicating information on advertisers that have made the contract to perform advertisement publication on the advertiser-dedicated page in the advertisement service/management processing apparatus, and reading, of the advertisers indicated by the advertiser information, information on an advertiser that is in charge of a sales-office that has made the inquiry, and sending, to the sales-office-side processing apparatus, the read information on the advertiser as the collection target information indicating the advertiser to which the sales-office will perform the collection of the advertisement usage fee;

receiving the collection target information from the advertisement service/management processing apparatus, and outputting the collection target information to an output device of the sales-office-side processing apparatus;

16

sending collected information from the sales-office-side processing apparatus to the advertisement service/management processing apparatus, the collected information indicating the advertiser to which the collection of the advertisement usage fee has been performed; and

receiving the collected information from the sales-office-side processing apparatus, and outputting the collected information to an output device of the advertisement service/management processing apparatus.

22. (new) The advertisement contents providing method as claimed in claim 19, further comprising:

determining whether the registrant ID matches a registrant ID in the advertiser information database,

wherein if the registrant ID does not match the registrant ID of the advertiser information database, the step of sending back the facsimile registration information to the facsimile apparatus of the advertiser is performed.

23. (new) The advertisement contents providing method as claimed in claim 22, wherein if the registrant ID does not match the registrant ID of the advertiser information database, the step of sending back the facsimile registration information to the facsimile apparatus of the advertiser is not performed and the facsimile registration information is discarded.

17

24. (new) The advertisement contents providing method as claimed in claim 19, further comprising:

extracting the image data of the advertisement contents and generating a Hyper Text Markup Language (HTML) file for displaying the image data; and

extracting character data from the image data and generating an HTML file for displaying the character data.